

# Orange Accounting News

NEWS FOR ALUMNI AND FRIENDS OF THE JOSEPH I. LUBIN SCHOOL OF ACCOUNTING

## Versatility and Vision: The Lubin Tradition

**A**fter founding Eisner & Lubin and becoming a distinguished presence in the accounting profession, Joseph I. Lubin went on to become a real estate magnate and philanthropist, whose fortunate beneficiaries include SU and the Whitman School's accounting program. In pursuing an independent path in accounting—and by branching out into other fruitful endeavors—Joe Lubin set an example that is reflected in the careers of many of our alumni. Their success illuminates some of the opportunities open to accounting graduates beyond the Big Four.

**Steven A. Kass '78 BS** joined Arthur Young (now Ernst & Young), after graduating from SU. In 1981 he joined Rothstein Kass, an accounting firm his father, Irving, co-founded in Jersey City, N.J., more than two decades earlier. "When I joined Rothstein Kass, there were about 15 people in the organization," Kass recalls; "today, we employ more than 600 people, with eight offices and affiliates worldwide." As the firm's CEO and co-managing principal, Kass can take great satisfaction from his role in building the firm into an international accounting and consulting firm, ranked among the top-20 firms in the nation in *Public Accounting Report's* "Top 100 for 2005," and selected as the number one accounting service-provider for hedge funds by *Alpha* magazine. Rothstein Kass's success is one significant reflection of the sea change in accounting today.

"The Big Four are extricating themselves from many of their middle-market clients, choosing to focus on *Fortune* 500 companies," Kass explains. "As a result, Rothstein Kass and other strong second-tier firms are becoming more focused on this middle-market segment, often serving as trusted advisers for organizations that typically require a broader business perspective." Rothstein Kass offers not only tradi-



Howard Altman, co-managing principal of Rothstein Kass, and Steven A. Kass '78 BS, co-managing principal and CEO

tional accounting and tax services, but a range of complementary expertise, including risk management and insurance consulting, family office services, executive search, Web-based reporting, and strategic business counseling.

Addressing members of SU's chapter of Beta Alpha Psi recently, Kass weighed the relative merits of entering Big Four and non-Big Four firms, urging recent graduates to consider their long-term goals before making their first move. "If your goal is to become part of a corporate finance or accounting department, you'd probably be better off entering a Big Four firm," he told them. "If, instead, you're thinking of a career in public accounting, or seeking a broader business background, I'd argue that a firm like Rothstein Kass is the better alternative."

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## A Message from the Director

### Year of Change Brings Continued Progress

**A** successful accounting program is an unbroken circle of great students, excellent faculty, quality employers, and dedicated alumni. This newsletter highlights the strengths of the Lubin School in all of these areas.

As Dean Stith notes in his message on the following page, students come first, and we are privileged to have some of the best. To have two accounting students selected as University Scholars is an unprecedented event, and we are proud of Lara Jeremko and Paul Swartz for achieving this recognition. We are equally proud of all our students who participate in the Voluntary Income Tax Assistance Program, compete in the xTAX competition, and provide tutoring and mentoring to children in our city schools.

Of course, our students receive first-rate support from teachers like Bill Walsh, who again was recognized as the undergraduate faculty member of the year. While Bill has been honored frequently for his outstanding teaching, other members of the Lubin faculty have also been recognized for their performance inside and outside the classroom. This year, it is our pleasure to welcome not only new members to our accounting faculty, but also the members of Whitman's former management information systems department. (*See page 5.*) We plan to strengthen our team even more by recruiting an outstanding candidate for the Lubin Presidential Chair in accounting.

Our graduates have always enjoyed great opportunities with the Big Four accounting firms, and these opportunities have increased since the enactment of the Sarbanes-Oxley

Act. Our graduates are also discovering new opportunities at other firms, often through the efforts of our successful alumni, such as those featured in the lead article of this newsletter. We are especially proud that Don Favre, chair of the Lubin Advisory Board, was recognized with the Syracuse University Outstanding Alumnus Award. And we are gratified by the commitment of many recent alumni who return to campus to help mentor and recruit students.

This well-rounded and productive team of students, faculty, employers, and alumni would be the envy of many accounting programs. With these assets—and the support of a dean who shares our vision—our future is a bright one indeed.

Randy Elder, Director  
Joseph I. Lubin  
School of Accounting

### Lubin School of Accounting Faculty

#### Kofi Appiah Okyere

PhD, University of Wisconsin

#### Michel Benaroch

PhD, New York University

#### William D. Brown Jr.

PhD, University of Massachusetts

#### Randal J. Elder

PhD, Michigan State University

#### Mitchell A. Franklin

MS, Syracuse University

#### Leon J. Hanouille

PhD, Syracuse University

#### David G. Harris

PhD, University of Michigan

#### Donald Harter

PhD, Carnegie Mellon University

#### Susan Havranek

PhD, Arizona State University

#### Badr Ismail

PhD, University of Illinois

#### Yogesh Malhotra

PhD, University of Pittsburgh

#### Mohamed Onsi

PhD, University of Illinois

#### Alex Thevaranjan

PhD, University of Minnesota

#### Padmal Vitharana

PhD, University of Wisconsin-Milwaukee

#### William J. Walsh

MBA, Syracuse University

### Remembering Bill Trelawny

Arthur William "Bill" Trelawny, a longtime friend of our department, died on December 9, 2005, in Syracuse. Two years ago the Lubin School recognized Bill for his steadfast commitment to our students. He had recently endowed an award to be given in his name to an accounting student who exemplifies the qualities of leadership and service.

Born in Philadelphia, Bill was an Army veteran

of WWII. He attended Champlain College, in Plattsburgh, N.Y., and received a BA degree in economics from SU in 1950. He worked for Allied Signal for 20 years and was also a self-employed independent accountant in the Syracuse area. Bill was a member of the National Society of Public Accountants, Syracuse Rotary Club, and the World Affairs Council of Syracuse.

# Poised to Flourish

## Dean's Update

**W**hitman is thriving! For close to 90 years, the Whitman School of Management has produced outstanding students, nurtured exceptional faculty, and been on the cutting edge of new developments and strategies in the business world that, in turn, have invigorated our academic programming. Steeped in tradition, the Whitman School is nevertheless looking ahead, well into the 21st century, to continue building on its strong past for an even stronger, more inclusive, more valuable future.

Indeed, we're confident that our best time is only now beginning. With a wide range of field-focused programs and multidisciplinary departments, more than 60 dedicated full-time faculty members, 11 centers and institutes catering to specific industry needs, and a brand new state-of-the-art 160,000 square foot building, the Whitman School of Management is poised to flourish. In the coming months, I'll be communicating with all Whitman alumni about our long-range initiatives to expand Whitman's global reach and truly make our mark among business schools nationwide.

Our vision is straightforward. Students



Melvin T. Stith, Dean

come first, and our primary emphases are to recruit a diverse student body, create a learning environment that values and encourages diversity of ideas and thought, and give students in all majors and degree programs the chance to complete meaningful internships. We will continue to upgrade our technologically advanced facility to better prepare our graduates to enter an increasingly fast-paced and high-tech

workforce. In the coming years, we will work to attract and retain talented senior scholars and young professors alike with the support that only endowed chairs and professorships can offer. Lastly, we are committed to developing our resource base to give the Whitman School the flexibility and the expertise to respond to new opportunities.

Accounting alumni have been faithful partners with Whitman and the Lubin School of Accounting, by generously supporting scholarship and faculty research funding, our capital campaign, and working closely with faculty to develop internship and recruiting partnerships in your firms. I know you will play a prominent role in helping us secure an even brighter future for generations to come.

## Lubin Students and Faculty Member Earn High Honors at Commencement 2005

**T**wo Whitman seniors, Lara Jeremko and Paul Swartz, both from the Lubin School of Accounting, were named University Scholars for 2005—the highest undergraduate academic honor SU bestows on graduating students. “Only 12 academic standouts from across the university were awarded this designation for 2005,” notes Lubin director Randy Elder, “so we were especially proud to have two accounting students recognized.”

Paul Swartz completed three majors at SU within a period of three years—in accounting, finance, and economics—as well as an honors thesis. Swartz served as portfolio manager of the SU Investment Club, was on the advisory board of the SU Economics Club, and served on the Undergraduate Advisory Board in the Whitman School. He was inducted into Omicron Delta Epsilon Honor Society, which recognizes scholastic excellence and outstanding achievement in students of economics.

Lara Jeremko, a past president of Beta Alpha Psi, was an officer in Women in Communications, and served as president and treasurer of Virtuous Expressions Dance Company. A resident advisor,

she also took leadership roles in a number of campus initiatives to help students explore their spirituality. Jeremko volunteered with the Boys & Girls Club of Syracuse and the Volunteer Income Tax Assistance Program. Her high academic achievement and campus and community involvement also earned her one of SU’s 35 prestigious Remembrance Scholarships for 2004-2005, as well as the honor of serving as one of the Whitman School’s two Class Marshals for Commencement 2005.

Each spring it’s the tradition in the Whitman School that seniors elect one professor to make



Paul Swartz and Lara Jeremko



Professor William Walsh

the formal remarks to their graduating class. This high honor speaks volumes about that person’s ability to connect with students as a respected teacher and trusted advisor. The members of the class of 2005 chose Professor William Walsh as their commencement speaker. Walsh is an assistant professor in the Joseph I. Lubin School of Accounting and his brilliance as a teacher is recognized and appreciated by accounting majors and non-majors alike. Last spring he was named the inaugural holder of the Whitman Teaching Fellowship, the top teaching award in the Whitman School, in recognition of his stellar teaching performance and mentoring of his faculty peers.

“Bill is not only exceptional in the classroom,” observes Clint Tankersley, senior associate dean and associate dean for undergraduate programs. “He also does an incredible job of mentoring students in Beta Alpha Psi, the honorary fraternity for accounting and finance professionals. Under Bill’s guidance Beta Alpha Psi members learn to step up into a professional mindset that is beyond their years.”

## Faculty Notes

### Lubin School Welcomes New Faculty



Kofi Appiah Okyere

**Kofi Appiah Okyere** has joined the Lubin faculty as an assistant professor. He earned a PhD at the University of Wisconsin-Madison in May. A CPA, Appiah Okyere holds an MBA from Indiana University and worked for Deloitte & Touche before earning his doctorate. His teaching

interests are in the areas of financial reporting and financial statement analysis, and his current research is focused in the areas of corporate governance and financial reporting, managerial incentives and earnings management, and financial disclosure.



Susan F. Havranek

**Susan F. Havranek**, visiting professor in the Lubin School of Accounting for the 2005-2006 academic year, is teaching *Introduction to Financial Accounting* and *Advanced Accounting*. Havranek will complete a PhD in accounting in December 2005 at Arizona State University's W.P. Carey School of Business.

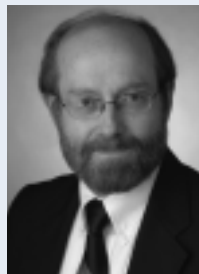
She holds an MS in accounting from Boston's Suffolk University and brings to her teaching seven years of experience as an accountant and controller. Havranek's scholarship interests are in the areas of voluntary disclosure, securities litigation, and valuation.

### Whitman Restructuring Molds Accounting and MIS

A new streamlined organizational structure for the Whitman School announced in fall 2005 has merged the management information systems faculty into the Lubin School of Accounting. Joining the Lubin faculty are Michel Benaroch, professor; Donald Harter, assistant professor; Yogesh Malhotra, assistant professor; and Padmal Vitharana, assistant professor. Under the new structure, which will leverage Whitman resources, statistics has merged with finance, law and public policy has merged with management, and supply chain management has merged with marketing.

For the Lubin School, says director Randy Elder, the restructuring reflects the realities of the accounting profession and its intersections with the information management field.

"Many accounting departments throughout the country now include information systems faculty. The Sarbanes-Oxley Act has created a tremendous demand for students who have a systems background, as well as management and accounting knowledge. The inclusion of systems with accounting should help us better meet this need."



**David G. Harris, associate professor of accounting, has been named director of the Whitman School's George E. Bennett Center for Tax Research.** The

mission of the Bennett Center is to support research and to strengthen and expand the educational opportunities for students of the Martin J. Whitman School of Management. The center supports significant research and curriculum projects in taxation-related issues, and disseminates the research findings to students, faculty, and other interested parties in order to enhance the reputation of the School and

to honor the donor, James Francis Toole, and the late George E. Bennett, longtime professor of accounting in the Whitman School. Professor Harris conducts research on the effects of taxation on business decisions and on the interaction between firms' financial disclosures and markets' evaluations of their values. He teaches courses in federal income taxation at the undergraduate and graduate levels.



*Versatility and Vision, continued from page 1*

One of the challenges that Rothstein Kass is particularly sensitive to, Kass asserts, is putting people in positions where they're able to do what they do best: "Here, we're concerned with giving every one of our professionals the opportunity to launch a fulfilling career with us."



Larry Meril '77 BS and Neil Rotenberg '79 BS, co-founding partners, RMSB&G

**Lawrence S. Meril '77 BS and Neal H. Rotenberg '79 BS** also chose to follow Joe Lubin's path and form a firm of their own. Although their years at SU overlapped, they didn't know each other until they were employed by Arthur Young (now Ernst & Young), where both became senior managers. As colleagues and friends, they shared the vision of creating a partnership that would possess the best qualities of large and small firms. "We felt confident in our ability to go out on our own and create something distinctive," says Meril. "We were moved by the entrepreneurial spirit, and ready to roll the dice."

In 1986 they co-founded the partnership that would become Rotenberg Meril Solomon Bertiger & Guttilla, Certified Public Accountants PC (RMSB&G), with offices in Saddle Brook and Woodbridge, N.J., a full-service firm offering the expertise of some 50 professionals. The collective experience of its partners gives the organization a distinct competitive advantage in understanding and managing both large and small clients across highly diverse industries. As it enters its 20th year, RMSB&G is a respected, high-visibility practice, recently named one of New Jersey's top accounting firms by *NJ Biz*.

Rotenberg directs RMSB&G's tax and international services department, working closely with foreign investment firms to structure their investments in privately-held and public companies in the United States. He also oversees the firm's bankruptcy, restructuring, and reorganization services department. Meril serves as director of auditing and financial reporting, providing clients with high-quality service in the areas of accounting, auditing, and reporting.

"All of our partners share the same values and goals," says Meril, "It's one for all, and all for one! We've never lost that feeling, and it's what sustains my enthusiasm." For all of RMSB&G's partners, a tight-knit camaraderie is one appeal that non-Big Four firms possess. "But more than that," says Rotenberg, "newly-minted CPAs can learn a lot more about the accounting profession and gain full exposure to business enterprises much more quickly in a firm like ours. They gain broad-based experience, touching on all the fundamentals, before deciding whether to specialize or remain generalists."



Jeffrey E. Cole '80 BS, founder and CEO, Cole Group Realty

**Jeffrey E. Cole '80 BS**, like Joe Lubin, was captured by the allure of real estate. He remains managing partner in Cole, Samsel & Bernstein, an accounting firm founded more than 50 years ago by his father. But for more than 20 years he has focused his energies on Cole Group Realty, a privately-held company that owns, operates, and manages investment properties throughout the United States.

Cole's progression could not have been more direct. After graduating from SU, he joined Ernst & Whinney (now Ernst & Young), where one of his clients was a real estate investment trust. "That was my first exposure to real estate, and it absolutely fascinated me," he recounts. "Within four years, I had formed Cole Group Realty, bringing some of my former clients into the group as partners—and beginning to buy properties. Over the past 20 years, our staff of professionals has developed the group into a full-service real estate investment, management, leasing, and advisory company.

"And this is where my accounting skills served me so well," Cole asserts; "Cash flow drives real estate, and my background in public accounting gave me a strong understanding of cash flow and its proper management, essential ingredients of success in this sector." But Cole is convinced that a background in accounting offers even more than invaluable business skills.

"As an accountant," he says, "you're exposed to many different businesses and professionals in so many areas. And the more you draw from these experiences and contacts, the stronger you become as a professional—in any business field. On a practical level, of course, accounting skills enable you to make superior presentations to prospective investors, clients, and lending institutions. Your skills and credentials convey a sense of reliability. It would be difficult, really impossible, to overestimate the value of a background in accounting."



Professor Bill Walsh advised the winning xTAX team of Carolyn Beckmann, Valerie Powers, David Iacucci, Cyrus Pow, and Drew Donovan.

## xTAX Teams Take Accounting to the Extreme

**S**ixty Whitman students took accounting policy into the world of extreme sports when they competed in the 2005 PricewaterhouseCoopers xTAX competition on November 9. The competition takes place annually at more than 25 colleges and universities across the country. Teams of five students have two weeks to research a high-level tax issue and prepare a 12-minute presentation defending their analysis and solution. Following their presentations, teams face 10 minutes of tough questioning from a judging panel of PwC managers and partners. This year's challenge required that students evaluate an economic growth tax proposal for the fictitious country of Vastaria.

The Whitman School's first- and second-place teams each were awarded \$1000 in cash. The first place team became eligible for selection as one of the five teams that will

compete in the xTAX national finals in Washington.

"Our students did an outstanding job in this year's competition," observes Professor Randy Elder, director of the Lubin School of Accounting. "We had a 50 percent increase in student participation compared to last year's xACT competition, and the quality of the presentations made it difficult for the judges to select the winning teams."

Congratulations to the winning teams!

### First Place

Carolyn Beckmann, Drew Donovan, David Iacucci, Cyrus Pow, Valerie Powers, faculty advisor Bill Walsh

### Second Place

Liz Awanson, Katie Booker, Brittney Bradford, Oneica Greaves, Valerie Linn, faculty advisor Leon Hanouille

## Teaching by Example

**P**rofessor Alex Thevaranjan teaches his managerial accounting students to think of accounting decisions in the context of organizational goals and values. Then, taking that a step further, he asks students to consider how their individual life goals and ethics impact the quality of the decisions they make beyond the workplace. “Through this kind of reflection,” Thevaranjan says, “I hope to help young people sustain their idealism and develop a sense of destiny and purpose.”

In his own life, Thevaranjan models for students just how intricately life goals can drive behavior and decision-making. For the last



eight years, he has been spending part of every summer in his native Sri Lanka, volunteering with schools and churches to help those affected by 22 years of civil war. When the December 26 tsunami hit his homeland last year, he knew that his knowledge of the country and his network of contacts put him in a unique position to make a difference. Banding together with a dozen other Sri Lankan families in the Syracuse community, Thevaranjan founded the non-profit organization Syracuse for Sri Lanka.

By mid-January, he and two Syracuse doctors were on the ground assessing the needs of



Professor Thevaranjan at the hand-over of homes in Batticaloa (far right, in photo at left; far left, in photo above)

the second-largest Tamil city, Batticaloa. Within six months this grassroots organization met its fundraising goals: securing donations to build 100 permanent brick houses and to sponsor the living and education expenses for 100 children for two years.

At this writing, Syracuse for Sri Lanka has built and turned over 60 homes to families, and 25 homes are under construction. No major relief agency has yet built a single permanent house in this city of 87,000 people. In fact, little has been done in tsunami-affected areas of Sri Lanka to devise permanent solutions to housing and employment.

Thevaranjan, who also directs SU's summer internship program in Singapore, took three students from the Singapore program with him to Batticaloa in July, to participate in the hand-over of 10 new homes. He says, “It was a life-changing experience for these students to see the extent of the damage but also the resiliency of the people, despite how little they have.”



# An Evening with Friends and Colleagues

## Lubin School's 2005 Annual Awards Banquet

**T**he annual spring banquet of the Lubin School and Beta Alpha Psi's Xi Chapter was held on April 21, at the Country Club of Syracuse. The atmosphere of friendship and collegiality provided an ideal backdrop for the induction of 40 new members into Beta Alpha Psi, and for honoring students, alumni, and faculty members for their achievements in 2004-05.

The Joseph I. Lubin School Outstanding Alumnus Award was presented to longtime Lubin School Advisory Board member Donald P. Favre '80 BS for his extraordinary service to the Lubin School and the accounting profession. *(See story at right.)*

Other awards were made to the following students and faculty members:

### Eisner LLP Award

Terese Sawicki

### Institute of Internal Auditors Award

Megan Middleton

### N.Y. State Society of CPAs Career Preparation Award

Jason Cohen, Simon Gong

### N.Y. State Society of CPAs Academic Achievement Award

Cheryl Curri, Lara Jeremko

### PricewaterhouseCoopers Award

Lara Jeremko

### Lubin School Academic Achievement Award

Jennifer Conway, Dustin Corriveau, Cheryl Curri, Lara Jeremko, Kristen Yamane

### Lubin School Leadership Award

Brian McNeil, Chris Sweeney, Steve Vassallo

### Management Scholar Recognition

Oliver Castelino, Tyler Church, Jennifer Conway, Trine Lise Juliussen

### Horace Landry Scholarship

Carolyn Beckmann, Jessica Cohen, Elizabeth Hickey

### David E. Tosh Award

Tracy Halpin

### A. William Trelawny Award

Lauren Russ

### Outstanding Teaching Assistant Award

Cheryl Curri

### Outstanding Faculty Service Award

Professor Leon Hanouille

### Beta Alpha Psi Outstanding Faculty Award

Professor Douglas Stevens



SU Alumni Association President Neil Gold, Chancellor Nancy Cantor, and Don Favre '80 BS

## Outstanding Lubin Alum Earns Top SU Alumni Honor

**D**onald Favre '80 BS, the Lubin School of Accounting Alumnus of the Year, also received the Syracuse University Outstanding Alumnus Award for 2005. In presenting the award at a ceremony during Homecoming Weekend festivities, Chancellor Nancy Cantor stated, "Your role in mentoring and recruiting SU students and alumni has been significant—so significant that your efforts have helped to make [PricewaterhouseCoopers] the largest employer of graduating SU students. You chair the Lubin School of Accounting's advisory board and are a frequent visitor to campus as both a volunteer and a guest speaker. To further strengthen the bond you have created with your fellow SU alumni employees, you stay in constant communication with them, conducting activities in New York on behalf of your university."

Favre joined PricewaterhouseCoopers upon graduation from SU. Today he leads the firm's International Banking Tax Practice and Metro New York Banking Tax Practice, which provides tax consulting and compliance services to numerous U.S. and foreign-based financial institutions. He is a member of the American Institute of Certified Public Accountants and the New York State Society of CPAs.

## Placement Remains Strong for 2005 Graduates

**T**he effects of the Sarbanes–Oxley Act resulted in continued strong placement in the public accounting field. As of November 15, 2005, the following graduates reported accepting positions with the firms indicated.

For information on recruiting Whitman School of Management graduates, contact Carolyn Salanger, associate director of the Career Center, at 315-443-5921, [salanger@syrr.edu](mailto:salanger@syrr.edu). If you would like additional information about recruiting Lubin School of Accounting graduates, you may also contact Professor Randy Elder at 315-443-3359, [rjelder@syrr.edu](mailto:rjelder@syrr.edu).

Name	Employer	Location
Faisal Al-Awati	Ernst & Young	New York City
Meredith Veith Bulger	Poulsen and Podvin	Watertown, N.Y.
Brett Bushinger	PricewaterhouseCoopers	New York City
Scott Campbell	PricewaterhouseCoopers	Boston
Oliver Castelino	Wachovia	Charlotte, N.C.
Laura Chiu	PricewaterhouseCoopers	New York City
Tyler Church	KPMG	New York City
Jason Cohen	KPMG	New York City
Jennifer Conway	KPMG	Syracuse
Dustin Corriveau	Ernst & Young	Syracuse
Kevin Costello	Grimaldi & Nelkin	Syracuse
Mark Dalto	Puglisi, Heven, Gioffre & Moore	White Plains, N.Y.
Ryan Day	KPMG	New York City
Adfred De la Rosa	PricewaterhouseCoopers	Hato Rey, Puerto Rico
Katherine Deak	Ernst & Young	New York City
Chris Duffy	Ernst & Young	Syracuse
Michael Fee	O'Connor, Davies, Munns & Dobbins	White Plains, N.Y.
Scott Fish	KPMG	New York City
Marianne Grendon	PricewaterhouseCoopers	Florham Park, N.J.
Matthew Grimm	Firestone	Akron, Ohio
Chad Hage	Deloitte & Touche	Los Angeles, Calif.
Vincent Ishander	PricewaterhouseCoopers	New York City
Lara Jeremko	PricewaterhouseCoopers	New York City
Trine Lise Juliussen	Ernst & Young	New York City
Rebecca Kellogg-Van Orden	Ernst & Young	Stamford, Conn.
Tiernan Klunk	Rothstein Kass	New York City
Melissa Levine	Eisner LLP	New York City
Qian Li	Eisner LLP	New York City
David Lustig	S.W. Bach	New York City
Michael Markman	Ernst & Young	New York City
Megan Middleton	Ernst & Young	Syracuse
Andrew Montone	PricewaterhouseCoopers	Boston
Jennifer Morel	Eisner LLP	New York City
Jesus Muniz	Bank of New York	New York City
Jenny Ng	Deloitte & Touche	New York City
Tanisia Nieves	IBM	Somers, N.Y.
Nicholas Partenza	TKS International	New York City
Leann Rappaport	PricewaterhouseCoopers	New York City
Corey Reynolds	PricewaterhouseCoopers	Syracuse
Jennifer Scarola	Ernst & Young	New York City
Ruchi Singal	Rothstein Kass	New York City
Karen Siu	PricewaterhouseCoopers	New York City
Paul Sodano	PricewaterhouseCoopers	Melville, N.Y.
Charles Sullivan	KPMG	New York City
Chris Sweeney	PricewaterhouseCoopers	New York City
Nicole Tennant	PricewaterhouseCoopers	New York City
Marc Valerio	Kaplan	Rochester, N.Y.
Steve Vassallo	Ernst & Young	New York City
Jeff Vitali	Ernst & Young	New York City
Kyle Widrick	PricewaterhouseCoopers	New York City
Helen Yao	General Electric	Stamford, Conn.

### Graduate Students

Cheryl Curri	KPMG	New York City
Simon Gong	J.H. Cohn	New York City
David Gottlieb	Eisner LLP	New York City
Gary Guariglia	PricewaterhouseCoopers	Florham Park, N.J.
Isha Kaneria	Army Audit Agency	Fort Monmouth, N.J.
Jeff Petrella	PricewaterhouseCoopers	Florham Park, N.J.
Zoltan Priplata	Deloitte & Touche	Boston
Sherry Shao	Ernst & Young	New York City
Stephen Sluty	Deloitte & Touche	Stamford, Conn.

## INROADS Opens Doors

It has been a generation since INROADS was formed—a pioneering organization dedicated to helping minority youth across America prepare for corporate and community leadership. Through their academic achievement, Oneica Greaves '06 BS and Camille Vickers '07 BS are advancing their career objectives, as well as the reputation of INROADS.

Both Greaves and Vickers joined INROADS after their arrival at SU, having completed the rigorous selection process that all applicants undergo. As members of the organization, they are engaged in activities designed to help them discover their strongest interests and aptitudes, as they relate to business. Career exploration includes interviews with companies that have been identified by INROADS as potentially

good “matches.” And the training process culminates in a corporate internship.

Greaves gained her first exposure to accounting in the Academy of Finance, a unit within John Dewey High School in Brooklyn, which offered her the opportunity to work as a broker’s assistant at Prudential Securities. Her interest was stimulated at SU by the course *Introduction to Financial Accounting*, and reinforced by internships with PricewaterhouseCoopers, in New York City, in the summers of 2004 and 2005. Following her second internship, in the Capital Markets Group, Greaves was offered a permanent position with the group. She will join the firm in fall 2006. “Thanks to INROADS,” says Greaves, “I can say that the course of my life is more or less set for the next five years or so.”

Camille Vickers, a graduate of New York’s High School of Environmental Studies, arrived at SU as an undecided major. She, too, credits *Introduction to Financial Accounting* for arousing her interest in the subject, and she declared a double major in her sophomore year. In that same year, she was a member of SU’s winning team in the xACT competition, sponsored by PricewaterhouseCoopers. In the summer following her sophomore year, she held an internship with PwC in New York. Vickers says, “First-hand experience in a major accounting firm showed me how fascinating and fulfilling a career in accounting can be.” Now, enthusiastically committed, Vickers hopes to land a position in Manhattan, preferably with a Big Four firm, and plans to sit for the CPA exam in New York.



Oneica Greaves '06 BS



Camille Vickers '07 BS

## Joseph I. Lubin School of Accounting Advisory Board 2005-2006

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People's Choice Financial Corporation

**Daniel Arty**  
Arty, Cohn & Feuer

**Richard Brown**  
Beyondpay

**Jacob Cohen**  
INSEAD

**Anthony Dannible**  
Dannible & McKee LLP

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**Donald Favre**  
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**Susan Frieden**  
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**Lisa Halper**  
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Industrial Distribution Group

**Phillip Kaputa**  
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**Steven Kass**  
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**Sharon Leib**  
Eisner LLP

**David Lewin**  
Dunkin' Donuts

**Louis Marcoccia**  
Syracuse University

**Paula Morabito**  
Ernst & Young

**Richard Romar**  
BV Group Ventures

## Alumni Council 2005-2006

**Marc Ben-Ami**  
PricewaterhouseCoopers

**Jackie Carr**  
Deloitte & Touche

**Cheryl Curri**  
KPMG

**Peter Dahill**  
KPMG

**Simon Gong**  
J.H. Cohn LLP

**Lara Jeremko**  
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**Veronica Martinez**  
Eisner LLP

**Georgianna Nertea**  
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To receive information about Alumni Council activities, please send your e-mail contact information to [rjelder@syr.edu](mailto:rjelder@syr.edu)

## Celebrating the Whitman Spirit!

On April 4, Barbara Kipp, the global ethics leader for PricewaterhouseCoopers, kicked off a week of special events surrounding the dedication of Whitman's new building with her lecture "Exploring the Ethical Soul of an Organization." Kipp discussed how every layer of a corporation's culture ties into its ability to cultivate an ethical environment, as well as the steps PwC is taking to pioneer a multinational ethical culture. While on campus, Kipp had lunch with Lubin School of Accounting students interested in public accounting careers.

Later in the week, on Whitman Day, Beta Alpha Psi



Barbara Kipp



Beta Alpha Psi officers Terese Sawicki, Lauren Russ, Tracy Halpin, and Carolyn Beckmann.

was one of the student groups showcased for its involvement in significant community service projects. Officers Terese Sawicki, Lauren Russ, Tracy Halpin, and Carolyn Beckmann discussed the club's mentoring program at Danforth Middle School, the Volunteer Income Tax Assistance program, and other service efforts.

The Honorable Robert E. Rubin delivered the building dedication keynote address on April 8. Rubin, who helped preside over the longest business expansion in our nation's history as Secretary of the Treasury in the Clinton administration, is a director and chairman of the Executive Committee of Citigroup.

## School Mourns Death of Tracy Halpin

Accounting senior and Beta Alpha Psi president Tracy Halpin, pictured in the foreground of the photo above with her fellow officers, died suddenly on January 21, 2006 at Syracuse's Crouse Hospital. Halpin, of Avon, N.Y., was 21 years old and looking forward to beginning her career with PricewaterhouseCoopers in May.

Her poise, intellect, energy, love of life, and warm heart impressed all who knew or met her. "Tracy was an outstanding student and a wonder-

ful person," says Lubin director Randy Elder. "She had so much potential and would have been a great addition to PwC, in the same way she was a remarkable addition to the Whitman School. We will miss her tremendously."

Lubin students and faculty are discussing a permanent way to honor Halpin. "Her last contribution to us," notes Professor Bill Walsh, "was the example she set. Tracy left the final, perfect example of what our students should always shoot for."



# FACULTY RESEARCH AND PROFESSIONAL ACTIVITIES

(September 2004-August 2005)

## Books and Papers Published or Accepted for Publication

### Michel Benaroch

"Information Retrieval with a Hybrid Automatic Query Expansion and Meta-Search Procedure," (with Y. Xu), *Information Retrieval*, January 2005.

### William D. Brown Jr.

"Causes and Consequences of the Relation Between Split-Adjusted Share Prices and Subsequent Stock Returns," (with Ray J. Pfeiffer), *Journal of Business, Finance and Accounting*, forthcoming.

### Randal J. Elder

*Auditing and Assurance Services: An Integrated Approach*, A. Arens, R. Elder, and M. Beasley, Prentice-Hall, 11th ed., 2006.

"Audit Quality and Earnings Management by Seasoned Equity Offering Firms," (with Jian Zhou), *Asia-Pacific Journal of Accounting and Economics*, December 2004.

"A Longitudinal Investigation of Auditor Error Projection Decisions," (with Robert Allen), *Auditing: A Journal of Practice and Theory*, November 2005.

"Auditor Independence, Audit Quality and Auditor-Client Negotiation Outcomes: Some Evidence from Taiwan," (with K. Chen and J. Liu), *Journal of Contemporary Accounting and Economics*, forthcoming.

### David Harris

"Evidence That Investors Trade on Private Event-Period Information Around Earnings Announcements," (with Ori Barron and Mary Stanford), *The Accounting Review*, April 2005.

### Yogesh Malhotra

"A Multidimensional Commitment Model of Volitional Systems Adoption and Usage Behavior," (with Dennis Galletta), *Journal of Management Information Systems*, Summer 2005.

"Integrating Knowledge Management Technologies in Organizational Business Processes: Getting Real Time Enterprises to Deliver Real Business Performance," *Journal of Knowledge Management*, April 2005.

"Building Systems That Users Want to Use," (with Dennis F. Galletta), *Communications of the ACM*, December 2004.

### Padmal Vitharana

"Strategy-based Design of Reusable Business Components," (with H. Jain and F. Zahedi), *IEEE Transactions on Systems, Man, and Cybernetics*, November 2004.

## Presentations

### Michel Benaroch

"A Viable Approach for Measuring the Risk-Return Relationship of IT Investments," (with A. Appari), Americas Conference on Information Systems, August 2005.

"Augmented Cognition for Bioinformatics Problem," (with O. Kuchar and J. Reyes-Spindola), International Conference on Human Computer Interaction, July 2005.

### William D. Brown Jr.

"Do Investors Under-React to Information in Analysts' Earnings Forecasts?," (with Ray Pfeiffer), American Accounting Association Annual Meeting, August 2005.

"Causes and Consequences of the Relation Between Split-Adjusted Share Prices and Subsequent Stock Returns," (with Ray Pfeiffer), Georgetown University, October 2004.

"Conservatism and Shareholder Protection: One Effect or Two in the Explanation of Differential Value Relevance of Earnings Across Countries," (with Haihong He and Karen Teitel), California State University, Los Angeles, April 2005.

### Randal J. Elder

"A Longitudinal Investigation of Auditor Error Projection Decisions," (with Robert Allen), American Accounting Association Auditing Section Midyear Meeting, January 2005.

"IPO Underpricing and Audit Quality Differentiation with non-Big 5 Firms," (with Susan Albring and Jian Zhou), American Accounting Association Auditing Section Midyear Meeting, January 2005.

"Auditor Independence, Audit Quality and Auditor-Client Negotiation Outcomes: Some Evidence from Taiwan," (with K. Chen and J. Liu), American Accounting Association Annual Meeting, August 2005.

"An Empirical Investigation of Changes in Confirmation Procedures," (with Robert Allen), American Accounting Association Annual Meeting, August 2005.

### Don Harter

"Impact of Schedule and Budget Pressure on Software Development: A Behavioral Perspective," Syracuse University School of Information Studies, April 2005; Tulane University, May 2005; and Academy of Management, August 2005.

### Yogesh Malhotra

"Desperately Seeking Self-Determination: Key to the New Enterprise Logic of Customer Relationships," Americas Conference on Information Systems, August 2005.

### Alex Thevaranjan

"Is There Room Within Principal-Agent Theory for Ethics?," (with Doug Stevens), The State University of New York at Buffalo, University of Minnesota, The University of Pittsburgh, and The Ohio State University.

## Other Activities

**William D. Brown Jr.** was an *ad hoc* reviewer for *Accounting Horizons*.

He was a referee for the Financial Accounting and Reporting Section Annual Meeting and the Northeast Regional Meeting and a discussant at the Northeast Regional Meeting. He attended the University of Utah Winter Accounting Conference and the PricewaterhouseCoopers symposium. He also attended PricewaterhouseCoopers University for Faculty.

**Randal Elder** serves on the editorial board of *Issues in Accounting Education*, and was an *ad hoc* reviewer for *Auditing: A Journal of Practice and Theory*. He was also a discussant at the American Accounting Association Annual Meeting in August 2005.

**Mitch Franklin** was nominated and named a finalist in the competition for the National Society of Collegiate Scholars National Faculty of the Year Award.

**David Harris** was an invited speaker at the University of Illinois 2005 Tax Research Symposium.

**Don Harter** was an *ad hoc* reviewer for the Institute for Software Research.

**Yogesh Malhotra** served on the international advisory and editorial boards of *e-Service Journal*, *The Learning Organization*, *International Journal of Nuclear Knowledge Management*, and as an *ad hoc* referee for *Journal of Management Information Systems*. He served as an expert panelist for the National Science Foundation's Small Business Innovation Research (SBIR) Program. He also achieved the Certified Information Systems Security Professional (CISSP) credential and was also certified in the Information Systems Security Common Body of Knowledge by the International Information Systems Security Certification Consortium.

**William Walsh** attended PricewaterhouseCoopers University for Faculty and the Beta Alpha Psi annual meeting.



## WE THANK OUR DONORS

### Accounting Excellence Fund

**G**ifts to the Accounting Excellence Fund support initiatives required to sustain program excellence, but not provided for in the annual operating budget. The fund supports student recruitment and student organizations, faculty development, course and research development, and alumni undertakings, including the work of the Lubin School's Advisory Board and Alumni Council.

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Talmadge Tillman Jr. '49 MBA, who traveled from California to attend the Whitman School's building dedication in April, posed outside the graduate team room he named with his gift to the Whitman School's capital campaign.

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### Naming Gifts

**T**he Lubin School of Accounting acknowledges these generous gifts by Lubin friends and alumni that provided for named space in the Whitman School of Management's new building. Our apologies for any inadvertent omissions.

Joseph and Maureen Barnes  
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*Goodman Family Classroom Wing*  
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*Whitman Career Center Conference Room*

Lisa Halper  
*Office of the Lubin Chair*  
Steven and Debra Kass  
*Undergraduate Clubs and Organizations Room*

Richard Kohan  
*Office of the Lubin Chair*  
Bernard and Carol Kossar  
*Whitman Career Center Suite*

Jennifer Kreischer  
*Office of the Lubin Chair*

Kreisher Miller  
*Conference Room*

Martha Roblee  
*Faculty Office*

Guy and Laurie Runyon  
*Executive Classroom*

Talmadge Tillman Jr.  
*Graduate Team Room*

**T**his listing includes gifts made to the Lubin School of Accounting between September 1, 2004, and August 31, 2005. Alumni and friends who wish to make gifts should send their contributions to Professor Randy Elder, Joseph I. Lubin School of Accounting, Martin J. Whitman School of Management, Syracuse University, Syracuse NY 13244-2450.

## First Nevins Scholars to Enter MS Program

**A** gift from the estate of Thelma Nevins, a Liverpool, N.Y., resident whose career was spent in business and accounting, will provide scholarships for female graduate students in the Lubin School in years to come. The first Thelma Nevins Scholars, Lisa Cahill '07 BS and Elizabeth Hickey '06 BS, will officially enter the Lubin master's

program upon receiving their undergraduate degrees.

Cahill, a native of Syracuse, has long dreamed of following in her father's footsteps, becoming an accountant and, perhaps, the CFO of a company. "I'm passionate about accounting," she says; "it challenges my mind. But besides that, it's the practical basis for every business activity that takes place." Working for two summers for Welch Allyn, in Skaneateles Falls, N.Y., she gained a sense of accounting and the complex procedures that require interaction with accounts receivable, shipping, and other corporate functions. "The decision to enter the master's program makes the best sense to me," she says. "Having the degree will enable me to sit for the CPA exam in any state without having to take additional courses in accounting. And besides that, employers start you at a higher salary and you generally advance more rapidly."

When Elizabeth Hickey, of Anaheim, Calif., was a college freshman, she attended a persuasive presentation by PricewaterhouseCoopers that determined the course of her career exploration and decision-making. "I knew I wanted to go into business," she recalls, "but it was only then that I was certain that my focus would be accounting. It's such a vital part of business, and sound accounting practices are essential to the performance of every good business."

Hickey's participation in summer leadership programs sponsored by PricewaterhouseCoopers and Ernst & Young reinforced the appeal of accounting for her. "And it was the aid package made possible by the Thelma Nevins Scholarship that clinched my decision to enter the master's program."

Thelma Nevins, a native of Oxford, N.Y., had nowhere near the opportunities that young women enjoy in accounting today. She attended business college in Buffalo in the late 1930s, worked for many years for Lennox in Syracuse, and retired from Norton Star Dental, where she was an accountant. She bequeathed the substantial residual of her estate to Syracuse University and Le Moyne College, designating its use for the support of female students in accounting. Her lifelong friend, Wanda Johnson, recalls, "Thelma had no financial problems going to school, but she was a sympathetic person who felt for those she did not even know."

Nevins's good friend and neighbor, Erma Agresti, observes that Thelma was "a very private person, a great reader, nonjudgmental, and broad-minded, with a strong interest in education. I think she would be proud to know that two young women with such promising careers ahead of them will be the first Thelma Nevins Scholars."



Liz Hickey '06 BS and Lisa Cahill '07 BS

## Recruiting of Lubin School Graduates at All-Time High

**P**ricewaterhouseCoopers associate Jeff Petrella '04 BS, '05 MS was a popular stop for students attending the all-university Career Fair in SU's Carrier Dome in October. "The number of accounting firms recruiting at Syracuse has doubled between 2004 and 2005," notes Lubin School director Randy Elder. "We continue to place most of our students with the Big Four—Deloitte & Touche, Ernst & Young, KPMG, and PricewaterhouseCoopers. In fact, PwC employs more graduates from across Syracuse University each year than any other company. But the Sarbanes-Oxley Act has directly or indirectly impacted almost all accounting firms, resulting in an unprecedented demand for accountants. We've seen an increase in recruiting interest from national firms such as BDO



Seidman and larger regional firms like Rothstein Kass, J.H. Cohn, and Eisner. Our successful alumni at these firms often lead the recruiting efforts."

Interested in getting *your* firm to begin a recruiting relationship with the Lubin School? Contact Professor Randy Elder, [rjelder@syr.edu](mailto:rjelder@syr.edu), 315.443.3359.

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Please send comments and suggestions, as well as news of your activities, to Randy Elder, Director, Joseph I. Lubin School of Accounting, [rjelder@syr.edu](mailto:rjelder@syr.edu), 315-443-3359

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